

## **ABSTRACT OF THE DISCLOSURE**

A fluid container having an internal display substrate disposed within the internal volume of the container. The internal display substrate is preferably spaced from both the front and the back of the container, the spacing being maintained by the shape of the container, or by a combination of the shape of the container and the position of a feed tube associated with a pump for use with the container, or by retaining members disposed within the container. The internal display substrate is suitable for displaying a graphic. A fluid container having an integral air freshener is also disclosed, in which the air freshening effect may be provided by the fluid within the container.